

North Carolina Association of Soil and Water Conservation Districts

CONSERVATION EXHIBITION VENDOR & SPONSOR PROSPECTUS

**NCASWCD Annual Meeting
January 9-11, 2022**



This packet includes:

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Overview

The North Carolina Association of Soil and Water Conservation Districts (NCASWCD) invites you to join us for the 2022 Annual Meeting on January 9-11, 2022, at the Sheraton Imperial Hotel and Convention Center in Research Triangle Park, NC; located at 4700 Emperor Blvd., Durham, NC. (This is an in-person event.)

NCASWCD President Blount Knowles (Bertie County), invites all district supervisors, conservation partners, staff, and exhibitors to join in the celebration of the *83rd Anniversary of Soil and Water Conservation Districts in North Carolina and the nation and the 78th NCASWCD Annual Meeting*.

The NCASWCD Annual Meeting will include outstanding speakers, breakout sessions, and workshops that will focus on exploring current and future challenges, showcasing successes, and inspiring the continued commitment to the stewardship of our natural resources.

Each year a *Conservation Expo* is held in conjunction with the Annual Meeting to showcase businesses, organizations, and conservation partners whose goal is to focus on environmental issues, management of land and water resources, and innovative equipment and resources that are available to conservation partners.

Please join us for the *Conservation Expo* event and Annual Meeting by participating as an Association Affiliate Member and Exhibitor, an Exhibitor in the Conservation Expo, and/or as a Conference Sponsor. The Conservation Expo will be housed in the hub of the meeting activities in the Sheraton Imperial at Research Triangle Park.

The *Conservation Expo* area will also offer a variety of activities including coffee/snack breaks for all conference participants, raffle information, displays for the NC Conservation District Employees Association, live and silent auction items, the Conservation Education Forum, and District and partner agency displays. Statewide, SWCDs involve approximately 300 field staff that works daily with landowners and managers, to help manage land and water resources on public and private lands in North Carolina. Many of these elected and appointed supervisors, their district staff, state and federal agency personnel, and other conservation partners from all across North Carolina, will attend the NCASWCD Annual Meeting. Exhibitors will have the opportunity to interact with over 500 conservation leaders from across the state during the conference.

Conservation Expo Details

Levels of Membership, Sponsorship, Participation

How to be a part of the Conservation Expo at the NCASWCD Annual Meeting.

This is a great opportunity for displays, brochures, handouts and publicity for your company or organization. Exhibitors are invited to bring door prizes for drawings and distribute from your booth during the Expo hours and morning breaks in Conservation Expo hall.

1. Association Affiliate Membership and Expo Vender:

Become an Association Affiliate Member by supporting the NCASWCD as a sponsor, participant in the Conservation Expo with a prime booth location, and display information about your business programs and simultaneously interact with conservation leaders. Membership levels and benefits include the following:

■ **Platinum Level Affiliate - \$5,000 +**

Full registrations** for **Four (4) people** for Annual Meeting (includes meals choices- see below)
Prime Conservation Expo booth location in the Conservation Expo area
Special recognition by the President during the meeting and banquet
Logo and recognition in Annual Meeting program/booklet
NEW**Showing of Video commercial (up to 3 min.) during breaks and between sessions

■ **Gold Level Affiliate - \$2,500 +**

Full registrations** for **Four (4) people** for Annual Meeting (includes meals choices-see below)
Very Good Conservation Expo booth location in the Conservation Expo area
Special recognition by President during the meeting and banquet
Logo and recognition in Annual Meeting program/booklet
NEW**Showing of Video commercial (up to 3 min.) during breaks and between sessions

■ **Silver Level Affiliate - \$1,000 +**

Full registrations** for **Two (2) people** for Annual Meeting (includes meals choices-see below)
Very Good Conservation Expo booth location in the Conservation Expo area
Special recognition by President at banquet
Logo and recognition in Annual Meeting program/booklet
NEW**Showing of Video commercial (up to 3 min.) during breaks and between sessions

2. Conservation Expo Vender and Supporter: --\$650.00

Complimentary conference basic registration* for **one (1) person**
Choice of complimentary meal for **One (1) person** – see below for meal choices
Good Expo booth location at the Annual Meeting Expo
NEW**Showing of Video commercial (up to 3 min.) during breaks and between sessions

****Full registration includes:**

Complimentary conference registration for one, two or four people-(based on level of Affiliate sponsorship) plus electrical connection access - (please indicated with registration, if needed),

Included are choices of **3 of the 5 meals for each person registered-** offered at the conference; meal choices include:

- Monday: Supervisor breakfast (6:00 am),
- Monday: Legislative Luncheon (noon)
- Monday: Conservation Educational Awards Banquet (6:00 pm),
- Tuesday: District Employee Awards Luncheon (noon)
- Tuesday: NCASWCD Awards Banquet: Installation of officers, and Hall of Fame recognition (6:00 pm)

Please select meals –and number needed- when filling out registration forms, based on your level of sponsorship – additional/guest meals may be purchased on site during registration if needed. Please contact us if you have questions before registration. Gailhughes53@gmail.com

3. Conservation Education Forum: Non-profit/partner agency = \$200

- The Conservation Education Forum will also be housed in the Conservation Expo Hall. This is an opportunity for non-profit agencies and other conservation partners to display information about their programs and simultaneously interact with conservation leaders.
- Conference registration and complimentary lunch **are not** included for agencies or partners that register for the Conservation Education Forum.
- Conservation Education exhibitors may register for the meeting separately, and purchase meal tickets online or at the on-site registration table. (we strongly encourage these exhibitors to register for the meeting as a participant)
- Internet and electricity access **are not** provided at your table, but can be arranged for an additional cost.
- Please indicate your need for access in special notes on the registration form and include the additional cost in the payment at registration.
- Electrical cost will be \$35 per day, and Internet cost will be \$75.

Expo Booth Space Details:

- All the exhibit spaces are 8' wide x 8' deep with an 8' skirted table, two chairs, and an identification sign, if requested.
- Pipe and drape dividers for the Affiliate and Conservation Vender levels will be provided.
- Electrical access is available in some vender packages, (see details above) but must be requested at registration.

4. Additional Sponsorship Opportunities

The NCASWCD welcomes partnerships to support the 2022 NCASWCD Annual Meeting. Listed below are several ways you can increase your exposure to our membership and support this gathering of natural resource conservationists from across North Carolina. All sponsors will be highlighted in promotional materials and throughout the conference. Some areas receive additional promotion related to their level of sponsorship.

- **Break Sponsor - \$1,500**

Become an exclusive sponsor of one of the two morning coffee breaks held in the Conservation Expo Hall on Monday and Tuesday mornings. Sponsors will receive an optional Expo booth space, brand/company signage, opportunity for material distribution and recognition during the conference. (Only two Break Sponsor opportunities available – register early!)

- **Conservation Education Dinner Co-Sponsor - \$200**

Help to support the Association's Conservation Education programs throughout the year (such as the Envirothon; Resource Conservation Workshop; and Food, Land and People). **Receive one complimentary ticket to the Conservation Education Fund Raising Dinner** on Monday evening and recognition during the conference.

- **Conservation Partner – Donate/sponsor at your comfort level**

Help support the Association's overall goals for protecting natural resources throughout the year by making a tax deductible donation to the NCASWCD. A receipt will be provided, and recognition of donations will be made during the meeting.

****The NCASWCD is the 501(c) 3 non-profit organization that represents North Carolina's 96 Soil and Water Conservation Districts (SWCDs) and the 492 men and women who serve as local district supervisors on their governing boards. SWCDs were established under state law to carry out the natural resource management programs at the local level. For all levels of funding and sponsorship, W-9 forms and/or receipts for donations can be provided upon request.**

Details: Conservation Expo/Exhibitor and Conservation Education Forum Site Information

- **On line Exhibitor registration deadline is December 13, 2021 .**

Early registration is encouraged to guarantee availability of booth space.

- All exhibitors and vendors are encouraged to set up their booths on Sunday, Jan. 9, 2022.
If you prefer to set up on Monday, Jan. 10th, please inform Gail Hughes via email, on your planned set up time.
- Electrical are available for select booth vendors, but will need to be requested at time of registration. (see detail below)

Dates and Hours* of the Expo: Tentative times for set up and break down below:

(*All times are tentative and are subject to changes as needed. Final times will be available after Dec. 20, 2018.)

Sunday, January 9	2:00 pm – 6:00 pm	Booth Set-up – Exhibit Hall area is unofficially open to early arrivals
Monday, January 10	6:00 am – 7:00 am	Booth Set-up
	7:00 am – 6:00 pm	Exhibit Hall Open -morning break ~9:45
Tuesday, January 11	7:00 am – 2:00 pm	Exhibit Hall Open –morning break ~9:45
	2:00 pm – 3:00 pm	Booth Tear-down (Vendors responsibility)

Exhibit Booth Space and Conservation Education Forum Assignment

Exhibit Booth space will not be assigned until payment is received. Exhibit Booth space will be assigned based on level of sponsorship, and availability. The method of determining space assignment shall be established by the NCASWCD and Expo partner, the Hugh Hammond Bennett-Soil & Water Conservation Society.

Commercial Exhibits and Booths (includes Affiliate members and Conservation Expo)

Exhibit spaces are 8' wide x 8' deep, including an 6' long table with a pleated fabric skirt; two chairs; pipe and drape dividers, and an identification sign. Electrical access is available, but must be requested at registration. An addition cost of \$65 will be added for internet access.

Conservation Education Forum Participants:

Exhibit space includes a skirted 8' table and two chairs. Internet and/or electricity access is an option at your table, and can be arranged for an additional cost. Please indicate your need for access in registration.

Setup and Take Down:

Setup and take down of all exhibits is the sole responsibility of the Exhibitor.

Deadline for breaking down is critical due to the formal banquet in the same area on Tues. night.

Cancellation of Exhibit Space or Conservation Education Forum Space:

If it is necessary for the Exhibitor or the Conservation Education Forum participant to withdraw from the NCASWCD 2022 Annual Meeting, please notify Gail Hughes at gailhughes53@gmail.com on or before December 20, 2021.

Due to financial commitments to the hotel, no refund requests will be honored after December 20, 2021.

Door Prizes and Giveaways:

Exhibitors are invited to bring door prizes and/or giveaways for drawing and distribution from your booth during the two morning breaks in the Expo hall – this can be a good opportunity to get additional publicity for your company or organization.

Company /Vendor LOGO for printed Conference materials:

Once registration is completed, please send a high resolution company logo no later than December 13, 2021 to Gail Hughes at gailhughes53@gmail.com to guarantee inclusion in the conference printed materials.

Security and Liability:

The Expo area will be secured in the evenings; however, the NCASWCD cannot guarantee the security of items left unattended. By participating in the Conservation Expo or the Conservation Education Forum, exhibitors specifically agree that they release the NCASWCD from any and all liability related to their participation in the Conservation Expo or the Conservation Education Forum.

Online Sponsorship/Exhibitor Registration Instructions:

Please register no later than Dec. 13, 2021, to assure booth space availability

- Our conservation partners with the **Hugh Hammond Bennett-Soil and Water Conservation Society (HHB-SWCS)** will be assisting us with registration and coordination of the Expo again this year.
- If you have questions about the Expo, levels of participation, or details, please contact our HHB-SWCS partners, Gail Hughes gailhughes53@gmail.com (919.306.2696) or Millie Langley [Millie Langley milliejo81@gmail.com](mailto:milliejo81@gmail.com) (336.263.4626).
- If you have problems with online registration- Contact **Kristina Fischer @ 910.352.7771 or kristina.fischer@ncagr.gov**

Please visit http://www.ncagr.gov/SWC/professional_development/NCASWCDAnnualMeeting.html for meeting details and to register as an Association Affiliate Member, Conservation Exhibitor, Conservation Education Forum participant, Break Sponsor, or a donation.

Please follow the directions below for registration:

Registration link : <https://fs3.formsite.com/ncdswc/s0kwo9ekbh/index.html>

1. Click the Registration link
2. Fill out registration information – items marked with an * are required.
3. Please select AND indicate the number of meals you plan to attend, depending on sponsorship level.
4. After reviewing items to be submitted, click the “Submit” button at the bottom.
5. The message “Thank you for registering” will display.
6. In a few minutes, you will receive a confirmation email of your responses that includes instructions for payment.
7. **For your convenience, the NCASWCD offers two options for payment;** (use the payment option that is best for you.
If possible, a check is preferred due to fee with PayPal processing)
 - a. **Payment by credit card using PayPal (you do not need to have a PayPal account):**
 - i. follow the link provided on the reply email invoice
 - ii. enter a “Price per item” to match the total amount of your registration selections; leave Quantity as 1
 - iii. either use an existing PayPal account, or choose “Pay with a Debit or Credit Card” to provide contact details and payment information to check out as a guest
 - iv. you may indicate that your “shipping address” is the same as your “billing address”, no items will be shipped
 - v. please do not indicate any “special instructions” in PayPal checkout, but rather, contact Expo organizers directly
 - b. **Payment by check:**
 - vi. Please print a copy of the confirmation email and return with payment
 - vii. checks should be made to “NCASWCD” and payment should be mailed within 7 days of registering online, with the text “2022 Expo” included in the memo line on the check
 - viii. mail copy of confirmation email and payment to: *Gail M. Hughes, c/o HHB-SWCD Treasurer,
5330 Kiger Road, Rougemont, NC 27572-8516*

For Room Reservations at: Dec. 13, 2021 deadline for rate

http://www.ncagr.gov/SWC/professional_development/documents/2022AnnualMeetingHotelInfo

2022 NCASWCD 78th ANNUAL MEETING – HOTEL INFORMATION

January 9-11, 2022

Sheraton Imperial Hotel and Convention Center 4700 Emperor Blvd

Durham, North Carolina

<http://www.sheratonrtp.com>

Room rate = \$122 plus tax

For reservations = 1-800-325-3535 or online at:

<https://www.marriott.com/event-reservations/reservationlink.mi?id=1628528123194&key=GRP&app=resvlink>

Reservation Code = NCASWCD 2022 Cutoff date for block rate = December 13, 2021

**Room cancellations should be made directly through the NCASWCD office through the end of business hours after December 13 to avoid losing hotel rooms out of the block – 252.814.4404.

**The Sheraton Imperial's cancellation policy is 48 hours prior to arrival date. Credit card required to guarantee reservation.

**If paying by check, check must be received by the Sheraton Imperial prior to arrival with sufficient time to clear. Please communicate with the Sheraton Imperial directly at 919-941-5050 concerning payment with checks.

** All reservations should be made in individual names per room with separate credit cards to insure cancelled rooms can be granted to those who are in the overflow hotel.

Sleeping Room Cancellations after December 13th deadline

*When someone cancels a conference sleeping room reservation after the deadline, that room is lost to the conference block and is not available for the reduced rate. **Please contact Gail Hughes or Millie Langley** you decide you will not be able to attend the Annual Meeting and want to cancel the sleeping room reservation after December 13th. We may be able to help 'trade' the reservation to someone who was not able to get a room at the reduced conference rate.*

QUESTIONS:

If you have questions about the Expo, levels of participation, or details, please contact our HHB-SWCS partners,

Gail Hughes gailhughes53@gmail.com (919.306.2696) or

Millie Langley mlangle@myguilford.com (336.263.4626).

If you have problems with online registration- Contact Gail, Millie, or

Kristina Fischer @ 910.352.7771 or kristina.fischer@ncagr.gov